

## NEWSLETTER

### E-COMMERCE

14 - 20 September 2026



#### **EU Plans Tougher Rules on E-Commerce Imports**

The European Union is preparing a European Product Act to strengthen oversight of non-compliant products sold online, particularly low-value imports from third countries. The proposal would require platforms to verify digital product passports, remove non-compliant products and assume representative duties in some cases. It would also introduce a market surveillance fee for importers and expand EU-level enforcement powers. **(RFI)**

#### **China's E-Commerce Logistics Activity Strengthens**

China's e-commerce logistics index rose to 111.5 points in August, up 0.3 points month-on-month, with eight of nine sub-indices improving. Total e-commerce logistics activity and rural business volume both grew more than 20% year-on-year. Rural logistics activity reached 127.6 points, up 1.1 points, while AI-enabled and high-end smart electronics emerged as new consumption drivers. **(CCTV)**

#### **Xiongan Expands Cross-Border E-Commerce Ecosystem**

Xiongan's cross-border e-commerce pilot zone has registered 306 customs-recorded enterprises, with import and export value growing 107.24% annually on average. Covering all four major customs models, the zone has attracted Cainiao, Douyin Global Shopping and other logistics projects. New AI platforms also support product selection, content generation, advertising and customer service. **(Beijing News)**

#### **China's E-Commerce Consumption Shifts Toward Experiences**

China's e-commerce market is shifting from product purchases toward service-based and experience-driven consumption. Per-capita service consumption reached 13,602 yuan (about \$1,900) in 2025, accounting for 46.1% of total spending. Platforms are increasingly integrating products with services, while high-frequency local consumption and "15-minute life circles" are becoming key growth areas. **(China News Service)**

#### **AI Reshapes China's E-Commerce Competition**

China's e-commerce platforms are integrating artificial intelligence (AI) into product discovery and purchasing. Xianyu recorded 9.82 million AI-service orders in the first half of 2026, while Qwen generated over 120 million AI-assisted orders during a six-day promotion. As AI narrows product choices, competition is shifting from traffic acquisition toward product data, reputation and fulfillment capabilities. **(Sina)**